



Diversity Thinking

Many organizations pursue diversity objectives for the right reasons, but focus on the wrong outcomes. Organizations will often claim that they are pursuing diversity objectives because "it is the right thing to do." Yet, while they may have better hiring ratios, there is a lack of translation into the way the organization operates. The reality is that diversity strategies actually provide better outcomes for shareholders, stakeholders, employees and the communities they serve. The key is to go well beyond the hiring process, and embed diversity thinking in the very way an organization operates.



Within my organization, I first focused on having diverse thinking and experience. I wanted the best talent acquisition professionals on my leadership team, but I also needed technology and process management experts, marketing leadership and organizational design expertise. As I pursued experience diversity, I ended up with a team that represented a broad range of diversity categories – gender, ethnic, LGBT, veterans – and I found that as diversity increased, so did overall business performance. Encouraging individuals with different viewpoints to come to consensus on a strategy and adding someone with a different background or experience improved outcomes.

Further, we know from our own research that diverse candidates value an

employer's commitment to career development. If we make the promise that you can grow with us, we live up to that promise, and hold our leaders accountable for career development and retention. It's a great badge of honor on our team to share the number of people who have made lateral moves or achieved promotions.

Click [here](#) to learn more about diverse candidates and gain insights into what they value in the job search process. As you look to strategies to achieve your diversity goals, you will find valuable tips that you can deploy in your talent acquisition efforts.

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